AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A readerboard system, comprising:

a first panel element, wherein said first panel element can be placed in a readerboard, and wherein a first semiotic element is formed on a first surface of said first panel element; and

a second panel element, wherein said second panel element can be placed in said readerboard, wherein a second semiotic element is formed on a first surface of said second panel element,

wherein said first and second semiotic elements are complementary such that they combine to form at least a portion of a substantially continuous message when said first and second panel elements are placed adjacent to one another,

wherein said first semiotic element comprises at least one of a first portion of a graphic image and a first partial portion of a textual character, and said second semiotic element comprises at least one of a second portion of said graphic image that is a continuation of and complementary to said first portion of a graphic image and a second partial portion of said textual character that is a continuation of and complementary to said first partial portion of said textual character,

wherein said first and second panel elements each have top and bottom edges capable of being engaged by track channels provided as part of said readerboard,

wherein a bottom edge of said first panel element and a top edge of said second panel element are engaged by track channels of a first track of said readerboard,

wherein said first and second panel elements are separated from one another by [[a]] the first track of said readerboard,

wherein a first portion of said substantially continuous message at said bottom edge of said first panel element is obscured by the first track and is not displayed to a viewer, wherein a second portion of said substantially continuous message at said top edge of said second panel element is obscured by the first track and is not displayed to a viewer, and

wherein said panel elements do not include any protrusions for engaging said track channels of said readerboard.

2. (Original) The system of Claim 1, further comprising:

a third panel element, wherein said third panel element can be placed in said readerboard, said third panel element having a semiotic element formed thereon, wherein said third panel element is complementary to said first and second panel elements in that all three panel elements combine to form said substantially continuous message.

3. (Original) The system of Claim 2, wherein said substantially continuous message extends across substantially all of a surface of a readerboard.

4. (Original) The system of Claim 1, wherein each of said panel elements has a height of one track.

5. (Original) The system of Claim 1, wherein at least one of said panel elements has a height of at least two tracks.

6. (Original) The system of Claim 1, wherein a length of said panel elements is less than a length of a track.

7. (Previously Presented) A method for advertising, comprising:

designing a message;

distributing said message over a plurality of panel elements, wherein each panel element has a top edge and a bottom edge, wherein a first of said panel elements contains at least a first semiotic element comprising at least a first portion of said message, wherein a second of said panel elements contains at least a second semiotic element comprising at least a second portion of said message, wherein said first and second semiotic elements are complementary to one another, wherein said first semiotic element

comprises at least one of a first portion of a graphic image and a first partial portion of a textual character, and said second semiotic element comprises at least one of a second portion of said graphic image and a second partial portion of said textual character, and wherein said message is displayed when said panel elements are placed in a first relationship to one another; and

placing said first and second panel elements in a readerboard in said first relationship to one another, wherein in said first relationship said first panel element is in a first row of said readerboard and said second panel element is in a second row of said readerboard, wherein at least a portion of said message is displayed, wherein said panel elements do not overlap one another, wherein a top edge of each of said plurality of panel elements is held in a channel of a track of said readerboard, wherein a bottom edge of each of said plurality of panel elements is held in a channel of another track of said readerboard, wherein a portion of said first semiotic element adjacent said bottom edge of said first panel element is obscured by a first channel of a first one of said tracks of said readerboard, and wherein a portion of said second semiotic element adjacent said top edge of said second panel element is obscured by a second channel of said first one of said tracks of said readerboard.

8. (Canceled)

9. (Previously Presented) The method of Claim 7, wherein said message extends across substantially all of a surface of said readerboard.

10. (Original) The method of Claim 7, wherein said message comprises a substantially continuous graphic design.

11. (Previously Presented) The method of Claim 7, wherein said panel elements have a height corresponding to one track height of said readerboard.

12. (Currently Amended) A readerboard system, comprising:

a readerboard, said readerboard including a plurality of tracks, wherein each track includes at least one channel;

a substrate, wherein said substrate is sized to span an integer number of readerboard rows; and

a graphic image or text interconnected to said substrate, wherein said graphic image or text spans more than one of said readerboard rows, wherein said substrate and said interconnected graphic image or text comprise a plurality of panel elements, wherein each of said panel elements has a top edge held within a track channel and a bottom edge held within another track channel;

wherein a first portion of said graphic image or a letter included in said text is depicted on a first one of said panel elements,

wherein a second portion of said graphic image or said letter is depicted on a second one of said panel elements,

wherein said first and second portions of said graphic image or said letter are adjacent to one another and are separated from one another by a first one of said tracks of said readerboard,

wherein a third portion of said graphic image or said letter at least partially visually interconnecting said first and second portions of said graphic image or said letter to one another corresponds to an area of said graphic image or said letter traversed by said first one of said tracks, and

wherein a said third portion of said graphic image or said letter is one of obscured by said first one of said tracks or not depicted by any of said panel elements.

13. (Previously Presented) The system of claim 12, wherein each of said panel elements includes a semiotic element interconnected to a portion of said substrate.

14. (Canceled)

15. (Previously Presented) The system of Claim 12, further comprising:

a protective layer overlaying said graphic image or text.

16. (Currently Amended) The panel of Claim 12, wherein said substrate is translucent.

17. (Currently Amended) The panel of Claim 12, wherein said graphic image or text is a full color graphic image formed from at least four different colors of ink.

18. (Canceled)

19. (Original) The method of Claim 13, wherein at least one of said panel elements spans a plurality of readerboard rows.

20. (Previously Presented) The method of Claim 1, wherein said first and second panel elements do not overlap one another.

21. (Previously Presented) The method of Claim 12, wherein at least a first of said plurality of panel elements has a semiotic element that is complementary to a semiotic element of a second of said plurality of panel elements, and wherein said first and second panel elements do not overlap one another.

22. (Previously Presented) The system of Claim 1, wherein said first semiotic element comprises a first portion of a first textual character, wherein said second semiotic element comprises a second portion of said first textual character, wherein when said first and second panel elements are aligned with one another in said readerboard at least a portion of a complete representation of said first textual character has a location that corresponds to said track of said readerboard separating said first and second panel

elements, wherein said complete representation of said first textual character is not visible to a viewer, whereby said viewer mentally completes said first textual character.

23. (Previously Presented) The system of Claim 22, wherein at least some of said at least a portion of a complete representation of said first textual character that has a location that corresponds to said track of said readerboard is not represented on either of said first or second panel elements.

24. (Previosuly Presented) The system of Claim 1, wherein said first semiotic element comprises a first portion of a first graphical element, wherein said second semiotic element comprises a second portion of said first graphical element, wherein said first graphical element does not comprise all or a portion of a textual message, wherein when said first and second panel elements are aligned with one another in said readerboard at least a portion of a complete representation of said first graphical element has a location that corresponds to said track of said readerboard separating said first and second panel elements, wherein said complete representation of said first graphical element is not visible to a viewer, whereby said viewer mentally completes said first textual character.

25. (Previously Presented) The system of Claim 24, wherein at least some of said at least a first portion of a complete representation of said first graphical element that has a location that corresponds to said track of said readerboard is not represented on either of said first or second panel elements.